

Senior Corps Week 2011

Tools & Tips For Earned & Social Media


Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**Making A Difference
For Generations**

SENIOR CORPS WEEK September 19-23, 2011

Housekeeping

- The line will be muted for today's presentation
- At any point, you can ask a question in the Chat feature to your right 
- The presentation will be available next week, at www.GetInvolved.gov
- Following the presentation will be a short Q&A


www.GetInvolved.gov

Get Involved!

[Contact Us](#) | [Site Map](#) | [Site Index](#) | [Search Site](#) **SEARCH**
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"Knowing that I'm helping someone go to the next level - I think that's the most fulfilling thing that anyone can do."
- Ray Wright, youth mentor

Get Involved!
Search by Interest:
and enter your zipcode: or state:
Find Opportunities Now
[Advanced Search](#)
Powered by 

For Individuals

- Welcome
- Find a Volunteer Opportunity
- National Service Programs
- Read Volunteer Stories

For Organizations

- About Senior Corps
- Corporate Collaborations
- Senior Corps Grant Opportunities
- Tools, Training, and Information

Marketing Resources

- PSAs and Program Videos
- Fact Sheets
- Brochures and Templates
- Program Posters
- Exhibits
- Site Signs
- Logos
- Photo Galleries
- Web Banners
- Senior Companions 35th Anniversary
- Foster Grandparents 40th Anniversary
- RSVP 40th Anniversary
- Senior Corps Week 2011

About Us / Newsroom

- [National Service Websites](#)
- [Other National Service Websites](#)

It's Time to Get Involved!


With **RSVP**, **Foster Grandparents**, or **Senior Companions**, we can be a positive influence on young lives, help older individuals remain independent in their own homes, clean up the environment, offer our professional skills to local nonprofit groups, and lend our talents and experience to strengthening our communities in countless other ways.

Finding the volunteer opportunity that best suits your skills, availability, and expectations can make all the difference. The **Get Involved! search engine**, sponsored by the Corporation for National and Community Service and powered by VolunteerMatch, is one of the largest and most advanced on the Internet.

Just enter your interest area, type in your zip code or state, and click the "Find Opportunities Now" button to gain access to hundreds of thousands of real-time volunteer opportunities that are tailored to the skills and experience of those age 55-plus.


Get Involved Through:
RSVP
Foster Grandparents
Senior Companions

Thanks for choosing to Get Involved!

View Senior Corps Videos


Learn more about RSVP, Foster Grandparents, and the Senior Companions by watching one of our videos.

[View Program Videos](#)

Get Marketing Resources


www.GetInvolved.gov/grantees/sc_week/index.asp

Get Involved!
Lead. Share. Inspire.

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Get Involved!
Find Opportunities Now **GO**

HOME
Marketing Resources

- PSAs and Program Videos
- Fact Sheets
- Brochures and Templates
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- Site Signs
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- Photo Galleries
- Web Banners
- Senior Companions 35th Anniversary
- Foster Grandparents 40th Anniversary
- RSVP 40th Anniversary
- Senior Corps Week 2011

About Us / Newsroom For Organizations For Individuals Marketing Resources

Marketing Resources >
Senior Corps Week 2011

Now more than ever, it is critical that we tell our story. This September 19-23, the Corporation for National and Community Service will be hosting the second annual Senior Corps Week to shine a spotlight on the impact that the Corporation's Senior Corps programs - Foster Grandparents, Senior Companions, and RSVP — make in their communities.

Senior Corps Week Webinars:
CNCs will be hosting four webinars to provide step-by-step guidance on how you can best tell your story and earn recognition for the great work you're doing. In addition, we will post an online toolkit with the tips, strategies, and best practices you can use to connect with elected officials, garner media stories, and use social media to demonstrate your impact during Senior Corps Week and beyond.

Webinar 1: Overview of Senior Corps Week: Wednesday, August 17, 3:30-4:30 pm, EST
Get an introduction to Senior Corps Week 2011 along with information about what's planned leading up to and during the week. An online toolkit of materials to help in planning local engagement will be reviewed.
[Click here to view the full Webinar.](#)
[Click here to download the PowerPoint Presentation.](#)

Webinar 2: Engaging Stake Holders: Monday August 29, 2011 1:30pm-2:30pm EST (Capacity: 200 participants)
Learn about how to contact stake holders, what to do when you have secured their participation, and a couple of event ideas to build on.

Get Involved Through:
RSVP
Foster Grandparents
Senior Companions

Search by:
and enter your zipcode:
or state:
Find Opportunities Now

Learn tips for using Facebook, Twitter, YouTube, and Flickr to help increase awareness of your events. Plus learn how to approach the media and gain successful local coverage.
To register, please click here. Once the host approves your request, you will receive a confirmation email with instructions about how to log on.

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8/31/2011



**Making A Difference
For Generations**

SENIOR CORPS WEEK September 19-23, 2011

Speakers for Today's Webinar



Sandy Scott
CNCS



Samantha
Warfield
CNCS



Matt Guinan
CNCS



Paul Quirk
GMMB

Agenda

Today's presentation will cover two main topics:

- Some basics about earned media outreach; and
- Basics about social media
 - to promote Senior Corps Week impact stories, statistics, photos, activities and events
- Why using these media tools together helps amplify your reach to target audiences

Why Are Earned and Social Media Important?

Engaging reporters and social networks increases awareness of the positive impact that senior volunteers are making in your community

- Your voice is the best way to engage stakeholders, recruit new members and sponsors, and build sustainable programs
- **How to talk to them?** Connect your individual project and positive community impact to Senior Corps and CNCS
- **Why it is important to talk that way?** To demonstrate that local impact is made possible by national service
- **Share your story and let us know to whom you reach out:** Email us at SeniorCorpsStories@cns.gov

What is Earned Media?

- Earned Media refers to outreach to journalists at:

- Newspapers and Magazines
- Online news websites/blogs
- Television
- Radio Stations



- Outreach to journalists allows you to alert them ahead of time about Senior Corps Week and your organization's events so they can publish a story about it—increasing awareness of Senior Corps

Why **Both** Earned and Social Media?

Earned Media and Social Media **work together** to reach the widest possible audience in your community

- People get their news from different places-some online, some from newspapers and TV
- Having a journalist write a story about your project is great
 - But it will likely happen only a few times per year
- Using social media *creates two-way communication*
 - Allowing you to have a conversation with your community—share news and feature volunteers, and for your community to participate, share and comment on your updates

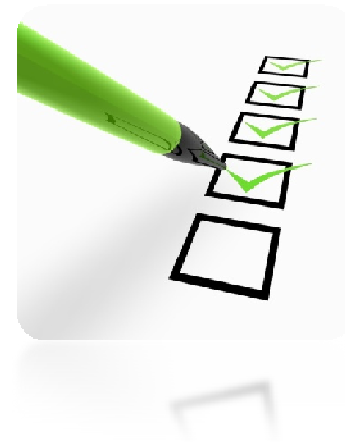
Earned Media Terms

- Press Release
 - A press release, or news release, is a written communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy.
- Letter to the Editor (LTE)
 - A letter sent to a publication about issues of concern from its readers
- Media advisory
 - Media advisories tend to deal with event news, and serve as an invitation for journalists to attend
- Press list
 - A list of specific contacts at news outlets who you want to cover your story. These are the contacts you plan to send your media advisory and/or press release

The Process of Engaging Journalists

Create a written plan that contains all the information you will need to contact reporters and put on an event (*optional*)

- Timing and logistics of your event
- Targeted media list
- Timing of media outreach and your pitch
- Authoring a letter to the editor or an op-ed
- Your key messages and written materials
- Setting up the event



Timing and Logistics of Your Event

**remember, holding an event is optional*

Make your event (an open-house, service activity) media-friendly:

- Hold your event in a venue that is easy to find and has proper signs
- Late weekday morning or early afternoon are the best times to attract media
- Invite a “star” such as a local politician or other community stakeholder
- Invite the media to come at a time when action is happening (i.e. service)
- Make sure to call broadcast media the morning of your event, coverage decisions are usually made the same day
- Tie your event to the national story: Use national statistics to tie your local efforts to national issues

Creating a Targeted Media List

- Consider the reporters you want to reach.
 - **Consider the issue** – you are working on (education, health, partnering with a business) and look for a reporter covering it
 - **Community calendar** – many newspapers, TV and radio stations list upcoming events
 - **Human Interest or Features** – many news outlets have reporters who cover “good news” stories about people making a difference in the community

Creating a Targeted Media List (*cont.*)

- Include the general phone number for each outlet, direct lines to specific contacts and email addresses.
- Specific contacts the list might include:
 - **Newspaper:** Top editor, city editor or community editor
 - **TV:** News editor, assignment editor, station manager, public affairs producer
 - **Radio:** News editor, station manager
 - **Local Blogs:** contact email address
 - **Other:** Editors of special interest weeklies & senior-focused publications

Timing your Media Outreach

2 weeks before your event:

- Adapt Senior Corps Week press kit
- Write media advisory
- Ask Senior Corps volunteers to draft letters to the editor
- Identify spokesperson/spokespeople
- Assign people to reach out to specific reporters
- Begin gathering photos of service activities you can share with reporters for stories in print publications

Timing your Media Outreach

1 week before your event:

- Distribute media advisory to contacts
- Place your advisory on your website and share it with partners
- Make follow-up phone calls to reporters

Day of your event:

- Distribute your “day-of” press release to the media; post it on your website
- Make another round of follow up calls

Senior Corps media kit:

- Template materials available online at GetInvolved.gov

Authoring a Letter to the Editor

Letters to the editor (LTEs) can be used in conjunction with an event or as stand-alone pieces

- **Review the LTE template** found in the Senior Corps Week toolkit
- **Consider focusing on one member or project** to tell a clear, compelling story
- **Multiple LTEs may be submitted to newspapers** by different individuals, and should tell the story from their individual point of view.
- **To submit an LTE, read your newspaper's instructions** about when to submit and what information to include
 - Instructions are found on the newspaper's website or in a copy of the paper

Making your Pitch

Develop story ideas to share with reporters:

- Focus on success
- Make a personal connection to your project
- Tell your story with visuals
- Engage community stakeholders to participate



The Press Kit

Prepare press kits for media at your event, so they have the background information they need to write a good story. Press kits should include:

- A folder
- Your event press release (see template in the Senior Corps Week toolkit)
- Factsheet on your organization and the organization your members are serving
- Factsheet on Senior Corps
- A copy of your latest newsletter (if you have one)
- Your business card

Signage for the Event

- Create directional signs so people know where to go.
 - For example, a “Media Registration” sign directing media members to sign-in and pick up press kits.
- Consider creating nametags for all guests and staff attending the event
 - So all attendees are easily identifiable



Staffing your Event

- Designate a staff member to handle media relations
 - They will greet media and connect them with spokespersons
- Designate one or two spokespersons
 - Brief them ahead of time on the key messages and statistics that you want to communicate
- Designate one or two volunteers to talk to the media
 - Also brief them ahead of time on questions the reporter might ask so they are prepared

Event photos

- A picture can tell a thousand words!
- Remember that photos can accompany:
 - a Letter to the Editor
 - a story a reporter is writing
 - be sent as a standalone image with a caption of important information




Tools to help with your Earned Media Outreach

- Here are **new tools** in the Senior Corps Week online toolkit
 - Sample advisory
 - Sample press release
 - Sample letter to the editor
 - Tips on working with the media
 - Guides to taking great photos and video
 - Sample proclamation for use with community stakeholders

Sample Press Advisory

- Date
- Contact Information
- City/State
- Name of Senior Corps Program
- Number of volunteers and hours served
- Event Details
 - Who, What, Where and When info

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For Generations**

Sample Media Advisory for Senior Corps Week Event

FOR IMMEDIATE RELEASE **CONTACT:** [NAME OF CONTACT PERSON]
[DATE] [CONTACT INFO – PHONE AND E-MAIL]

**[NAME OF SENIOR CORPS PROGRAM] to Honor Older Volunteers Working
Tireless to Tackle Local Challenges**
*2nd Annual Senior Corps Week to Spotlight Impact Older Americans Make through
Volunteering*

[CITY, STATE] – In honor of the 2nd annual nationwide Senior Corps Week, September 19-23, [NAME OF SENIOR CORPS PROGRAM] will pay tribute to the older volunteers who serve our community. On [INSERT EVENT DATE], [NAME OF SENIOR CORPS PROGRAM] will host a [INSERT EVENT NAME SERVICE ACTIVITY] to applaud the work our participants do each day to make [COMMUNITY/METRO AREA] stronger.

Last year, 450,000 Senior Corps volunteers provided 98 million hours of service estimated to be worth more than \$2 billion¹. In [STATE OR CITY], [INSERT NUMBER OF VOLUNTEERS] served a total of [INSERT HOURS SERVED]. Senior Corps volunteers help students learn to read, mentor at-risk youth, provide health services, build homes for low-income families, and assist nonprofits to permit more volunteers to better relieve their mission.

For more than 40 years, Senior Corps programs—Foster Grandparents, Senior Companions, and RSVP—have helped volunteers age 55+ participate in service projects that help meet vital local needs and strengthen their communities. In fact, Senior Corps RSVP celebrates its 40th anniversary this year.


WHAT: [EVENT OR SERVICE ACTIVITY]

WHO: [SPEAKERS/PARTICIPANTS]

WHERE: [ADDRESS AND DIRECTIONS, INCLUDING ANY SPECIAL INFORMATION FOR MEDIA]

¹ CNCS to provide citation

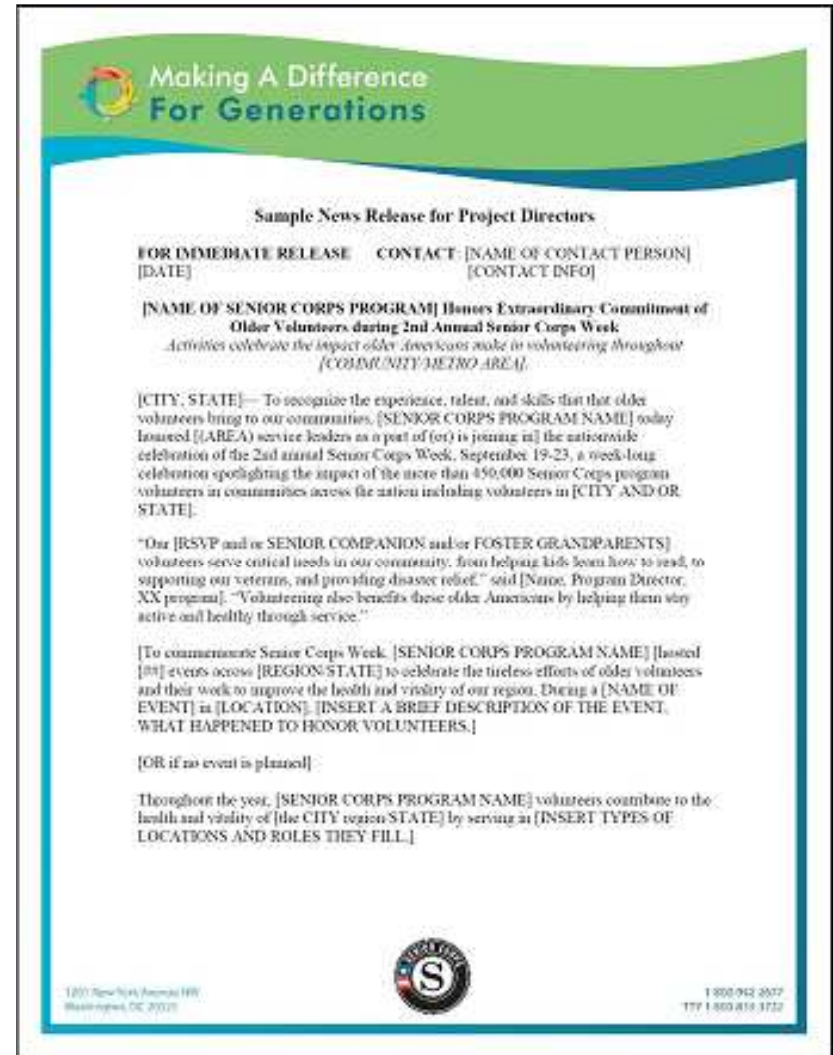
1121 New York Avenue NW
Washington, DC 20005



1-800-942-2672
TDD 1-800-431-4722

Sample Press Release

- Date
- Contact Information
- Name of Senior Corps Program
- City/State
- Quote from project director
- There are placeholders for other details too!



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Sample News Release for Project Directors

FOR IMMEDIATE RELEASE CONTACT: [NAME OF CONTACT PERSON]
[DATE] [CONTACT INFO]

[NAME OF SENIOR CORPS PROGRAM] Honors Extraordinary Commitment of
Older Volunteers during 2nd Annual Senior Corps Week
*Activities celebrate the impact older Americans make in volunteering throughout
[COMMUNITY/AREO AREA].*

[CITY, STATE]— To recognize the experience, talent, and skills that older
volunteers bring to our communities, [SENIOR CORPS PROGRAM NAME] today
honored [(AREA) service leaders as a part of (or) is joining in] the nationwide
celebration of the 2nd Annual Senior Corps Week, September 19-23, a week-long
celebration spotlighting the impact of the more than 450,000 Senior Corps program
volunteers in communities across the nation including volunteers in [CITY AND/OR
STATE].


"Our [RSVP and/or SENIOR COMPANION and/or FOSTER GRANDPARENTS]
volunteers serve critical needs in our community, from helping kids learn how to read, to
supporting our veterans, and providing disaster relief," said [Name, Program Director,
XX program]. "Volunteering also benefits these older Americans by helping them stay
active and healthy through service."

[To commemorate Senior Corps Week, [SENIOR CORPS PROGRAM NAME] [hosted
[an] events across [REGION/STATE] to celebrate the tireless efforts of older volunteers
and their work to improve the health and vitality of our region. During a [NAME OF
EVENT] in [LOCATION], [INSERT A BRIEF DESCRIPTION OF THE EVENT,
WHAT HAPPENED TO HONOR VOLUNTEERS.]

[OR if no event is planned]

Throughout the year, [SENIOR CORPS PROGRAM NAME] volunteers contribute to the
health and vitality of [the CITY region STATE] by serving in [INSERT TYPES OF
LOCATIONS AND ROLES THEY FILL.]


1-800-942-2677
www.seniorcorps.gov



1-800-942-2677
TTY 1-800-819-3732

Sample Letter to the Editor

- Name of Senior Corps Program
- City/State /Community
- Number of volunteers
- Type of Activity
- Event Details (optional)
 - Who, What, Where, When
- Local program website or GetInvolved.gov
- Sender's name, title and organization

 Making A Difference
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[NAME OF SENIOR CORPS PROGRAM DIRECTOR]
Letter to the Editor

Dear Editor:

Senior Corps volunteers are making a real and positive impact in our community each and every day by using their time and talents to tackle local challenges. We pay tribute to the extraordinary contributions that more than 450,000 Senior Corps volunteers are making across the nation, including [X] volunteers right here in [INSERT TOWN/CITY/COUNTY]. I invite community leaders and community members of all ages to join me in honoring these volunteers during the 2nd annual **Senior Corps Week, September 19-23**.

For more than 40 years, Senior Corps programs—Foster Grandparents, Senior Companions, and RSVP—have helped volunteers age 55+ participate in service projects that help meet vital local needs and strengthen their communities. This year, [INSERT NUMBER] Senior Corps volunteers in [INSERT TOWN/CITY/COUNTY] have given their time by [INSERT MOST APPLICABLE ACTIVITY: i.e. tutoring or mentoring students, supporting veterans and military families, providing disaster relief].


Across the nation, communities are planning events and service activities to celebrate Senior Corps Week. In [INSERT TOWN/CITY/COUNTY] the [INSERT SENIOR CORPS PROGRAM NAME] will be hosting [INSERT APPLICABLE EVENT OR SERVICE ACTIVITY] on [INSERT DATE] at [INSERT LOCATION]. This [EVENT/SERVICE ACTIVITY] is open to the public and I hope you will join me in our celebration.

Please visit [IF APPLICABLE INSERT YOUR LOCAL SENIOR CORPS WEBSITE IF NOT USE GETINVOLVED.GOV] GetInvolved.gov to learn more.

Sincerely,

[YOUR NAME]
[YOUR TITLE]
[YOUR PROGRAM NAME]

1201 New York Avenue NW
Washington, DC 20525



1-800-942-2677
TTY 1-800-833-3722

Additional Online Resources

CNCS State Profiles:

www.nationalservice.gov/about/role_impact/state_profiles.asp



Additional Online Resources

Volunteering In America: www.volunteeringinamerica.gov



What We Will Do To Assist Your Efforts

- The Corporation will conduct national media outreach to print, TV, radio and online outlets around the week
- The Office of Government Relations (OGR) notified local Congressional offices about Senior Corps Week and the impact Foster Grandparents, RSVP, and Senior Companion programs are making

What We Will Do To Assist Your Efforts *(cont.)*

The Corporation is also doing the following:

- **Drop-in Article** promoting all three Senior Corps programs
- **Conduct a Radio Media Tour**
- **Commentary piece** by Senior Corps Director, Dr. Erwin Tan

What We Will Do To Assist Your Efforts *(cont.)*

- Senior Corps will update its national Senior Corps social media channels with Senior Corps Week updates and stories.



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8/31/2011



Making A Difference
For Generations

SENIOR CORPS WEEK September 19-23, 2011

What Is Social Media?

- Social media is a **two-way** conversation
- Social media is the use of technology combined with social interaction to create or co-create value
- It provides new tools to reach stakeholders, recruit volunteers and broadcast Senior Corps messages, impact and activities



Why Use Social Media?

- 60 million Baby Boomers are online
- Social media usage increased from 25% to 47% among users ages 50-64
- +11 Million adults 55+ are on Facebook
- 83% of U.S. adults have a cell phone, 42% of which have a Smartphone



Simple Ways To Use Social Media

Use Your Program's Website

- Promote Senior Corps Week and Senior Corps social media platforms on your organization's website:
 - Feature Senior Corps Week information prominently on your website
 - Ensure links to the Senior Corps website, Facebook page and Twitter handle are clearly displayed on your website

Use Your Program's Website – An Example



What Is Facebook?

- Facebook is a social networking site with more than 750 million global users, that allows you to make connections with others in your volunteer community and across the nation
- It is a great way to reach close to 13 Million, 55 + people with your Senior Corps Week messages, recruit volunteers and get updates on Senior Corps Week events

Facebook – Home Page



* See Appendix for Facebook Key

Facebook – Getting Started

- Go to www.facebook.com and create a profile, a page or both:
 - Profiles are personal pages created by you for you
 - Pages are created for brands, organizations, businesses, and public figures – these types of pages are run by an administrator

Facebook – Creating a Personal Profile

- Go to www.facebook.com
- Sign-up and register your account
- Confirm your email:
 - Facebook will send you a confirmation email with a link to your new account
- Click on the link to visit your new Facebook profile

Facebook – www.facebook.com Sign-up

facebook

Email


Password

☒ Keep me logged in

[Forgot your password?](#)

[Log In](#)

Facebook helps you connect and share with the people in your life.



Sign Up
It's free and always will be.

[Sign –up here](#)

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Select Sex:

Birthday:

Month:

Day:

Year:

Why do I need to provide my birthday?

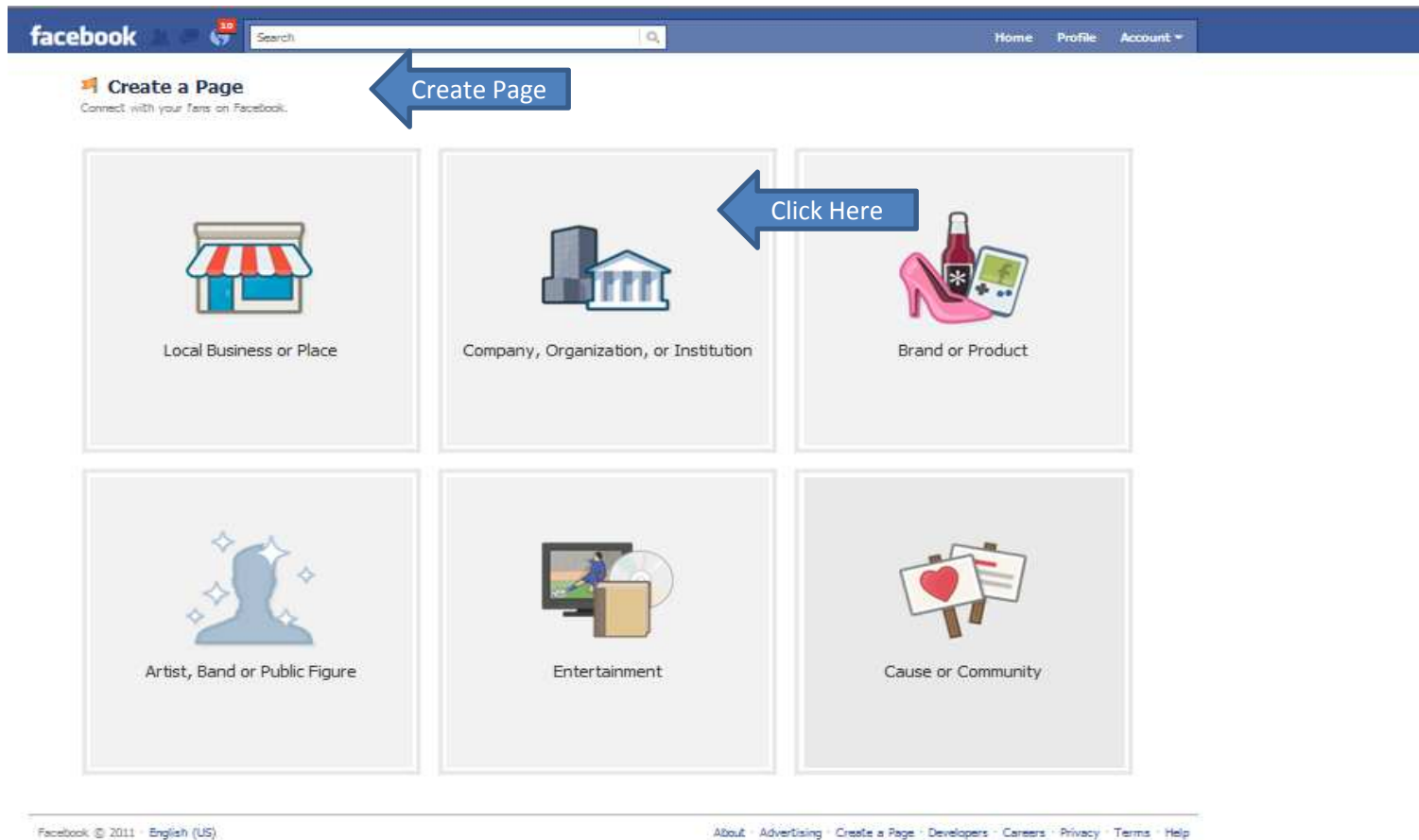
[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)













































Facebook – Creating a Program/Project Page

- Go to www.facebook.com
- To create a page, (example: Senior Corps Illinois) go to facebook.com/pages/create.php and click on “create a new page ”

www.facebook.com/pages/create.php



Facebook – Choose A Category And Name

facebook                                            

Facebook – Edit Organization Info

facebook

Search

Home Profile Account

Enter Your Page's Address

Listing an address will enable people to find and check in to your page.

Street Address:

City/Town:

Zip:

Update Address **No Thanks**

Page Address

Update Address

Senior Corps **Get Started** **Like** **Edit Page**

Government Organization **Edit Info**

Welcome [?]

1 Add an image

Add Photo

Upload an Image
From your computer

OR

Import a photo
From your website

2 Invite your friends

Invite Friends

Start building your fan base by suggesting this Page to friends who might like it.

Admins (1) [?] **See All**

Use Facebook as Senior Corps

Notifications

Promote with an Ad

View Insights

Invite Friends

Quick Tips

Get more people to like your Page with Facebook Ads today!

Sample Ad: Senior Corps

Facebook – Edit Page Settings

The screenshot shows the Facebook interface for editing the 'Senior Corps' page settings. On the left is a sidebar with navigation links: 'Your Settings', 'Manage Permissions...', 'Basic Information', 'Profile Picture', 'Featured', 'Resources', 'Manage Admins', 'Apps', 'Mobile', 'Insights', and 'Help'. The main content area is titled 'Senior Corps' and includes a 'View Page' button. The settings are organized into sections: 'Page Visibility' (with a checkbox for 'Only admins can see this page'), 'Country Restrictions' (with a text input and a 'What is this?' link), 'Age Restrictions' (with a dropdown menu set to 'Anyone (13+)' and a 'What is this?' link), 'Wall Tab Shows' (with a dropdown set to 'All Posts' and a checkbox for 'Expand comments on stories'), 'Default Landing Tab' (with a dropdown set to 'Wall'), 'Posting Ability' (with four checked checkboxes: 'Users can write or post content on the wall', 'Users can add photos', 'Users can add tags to photos by Senior Corps', and 'Users can add videos'), 'Moderation Blocklist' (with a text input and a '[?]' link), and 'Profanity Blocklist' (with a dropdown set to 'None' and a '[?]' link). At the bottom, there is a 'Delete Page' link that says 'Permanently delete Senior Corps', and two buttons: 'Save Changes' and 'Cancel'. Two blue arrows with white text are overlaid on the image: one pointing to the 'Edit Info' link in the 'Country Restrictions' section, and another pointing to the 'Save Changes' button.

facebook 13 Search Home Profile Account ▾

Senior Corps [View Page](#)

Page Visibility: ☐ Only admins can see this page

Country Restrictions: [What is this?](#)

☒ Only show this page to viewers in these countries
☐ Hide this page from viewers in these countries

Age Restrictions: [What is this?](#)

Wall Tab Shows: [\[?\]](#) ☒ Expand comments on stories

Default Landing Tab: [\[?\]](#)

Posting Ability: ☒ Users can write or post content on the wall
☒ Users can add photos
☒ Users can add tags to photos by Senior Corps
☒ Users can add videos

Moderation Blocklist: [\[?\]](#)

Profanity Blocklist: [\[?\]](#)

Delete Page: Permanently delete Senior Corps

[Save Changes](#) [Cancel](#)

[Edit Info](#)

[Save Changes](#)

Facebook – Preview & Publish Your Page!

The screenshot shows a Facebook page for "Senior Corps", a Government Organization in Washington, District of Columbia. The page features a circular logo with a large "S" and the words "SENIOR CORPS". The left sidebar includes navigation links for Wall, Info, Friend Activity, and Photos, along with a "194 like this" count and a "See All" link. Below these are logos for "RSVP-Retired and Senior Volunteer Program", "Foster Grandparents of Miami, Linn", and "ISVI RSVP of the Texas Gulf Coast". The main content area displays a "Wall" section with a "Share:" button and options for Post, Photo, Link, and Video. A post from "Senior Corps via Corporation for National and Community Service" is visible, featuring a video of President Obama and the text "Weekly Address: Coming Together to Remember". The right sidebar contains a "Create a Page" button, a "You and Senior Corps" section with a link to "Serve.gov", a "Recommendations" section with a recommendation from "Tia Holland", and a "Friends' Events" section with two events: "Black and Purple (Baltimore Raven..." and "PLEASE VOTE FOR ME to be on MAD MEN".

Facebook – Page Step Summary

- In summary:
 - Enter your organization's address. Click on "Update Address"
 - "Like" your page by clicking on the "Like" button. You need 25 people to "Like" your page before it will be public
 - Add an image
 - Invite your friends
 - Edit your page settings by clicking on "Edit Page"
 - Save your changes
 - Preview and publish your page

“Like” Senior Corps On Facebook

- To “Like” Senior Corps on Facebook:
 - Facebook.com/seniorcorps
 - Facebook.com/nationalservice
 - Facebook.com/serve



How To “Like” Senior Corps On Facebook

- When logged onto Facebook, search for Senior Corps in the search box



- Click on the first Senior Corps search result – this will take you to the Senior Corps Facebook page
- Click the “Like!” button

Facebook – Share Senior Corps Messages

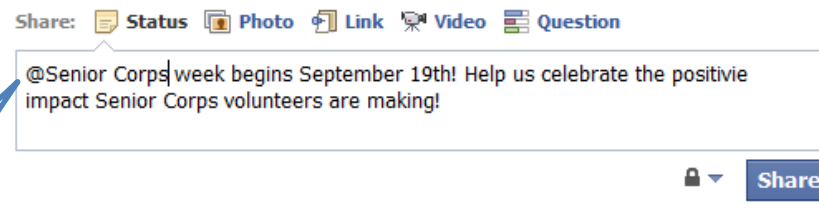
- When logged into Facebook, type your Status message into the **What's on your mind?** Box.
- Messaging example:
 - @Senior Corps Week starts September 19th. Help us celebrate the positive impact Senior Corps volunteers are making!



Facebook – Share Senior Corps Messages

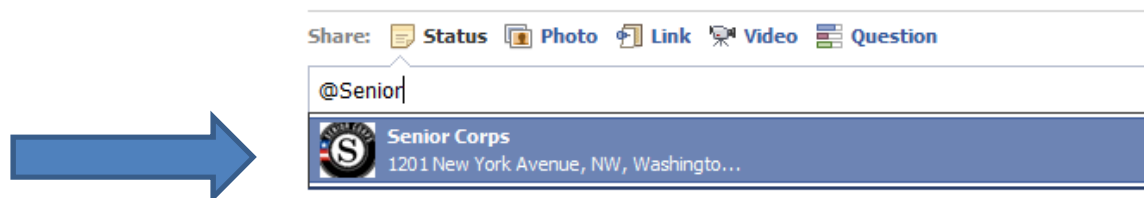
- Click the Share button when you are ready to post.
- The post will be published on your wall and in the News Feeds of your friends
- Add the “@” symbol to link people to Senior Corps page!

Tagging Senior Corps with the @ symbol will link to the Senior Corps Facebook page and allow your friends to interact with it



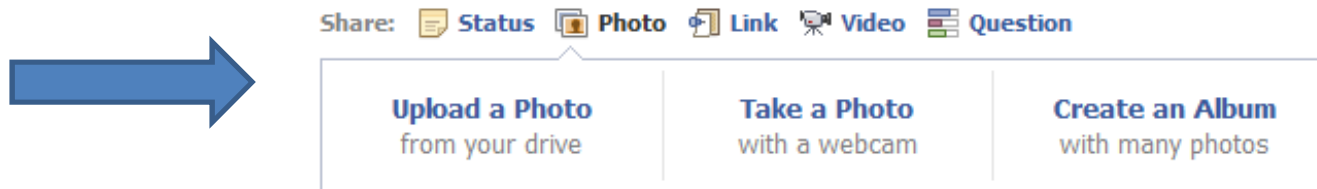
Facebook – Using the @ mention

- Tagging Senior Corps with the @ symbol will link to the Senior Corps Facebook page and allow your friends to interact with it
- Remember – you have to:
 - “Like” the Senior Corps Facebook page first.
 - Select “Senior Corps” from the drop-down box that appears once you begin typing your post with the @ symbol.



Facebook – More Ways To Share (Photo)

- When logged into Facebook, select **Photo** to post photos of you and your Senior Corps team on your profile or page



Facebook – More Ways To Share (Links)

- When logged into Facebook, select **Link** to post a link to the Senior Corps website



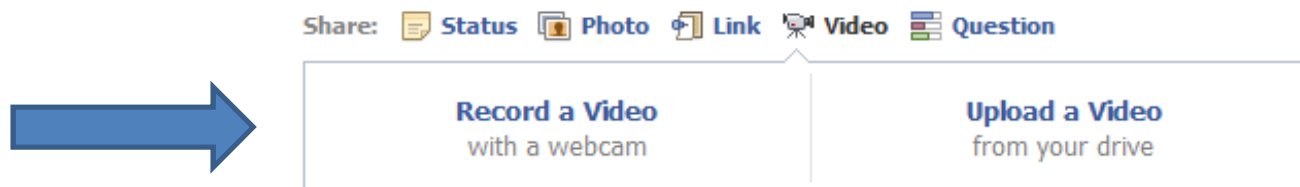
Share:  Status  Photo  Link  Video  Question

www.seniorcorps.gov

Attach

Facebook – More Ways To Share (Video)

- When logged into Facebook, select **Video** to record or post a video about the impact Senior Corps volunteers are making



Facebook – More Ways To Share (Polls)

- When logged into Facebook, select **Question** to see how much your key stakeholders know about your projects and their impact



Share:  Status  Photo  Link  Video  Question

Learn from your friends and others: [?]

Ask something...

Poll Options

+ Add an option...

+ Add an option...

+ Add an option...

☒ Allow anyone to add options

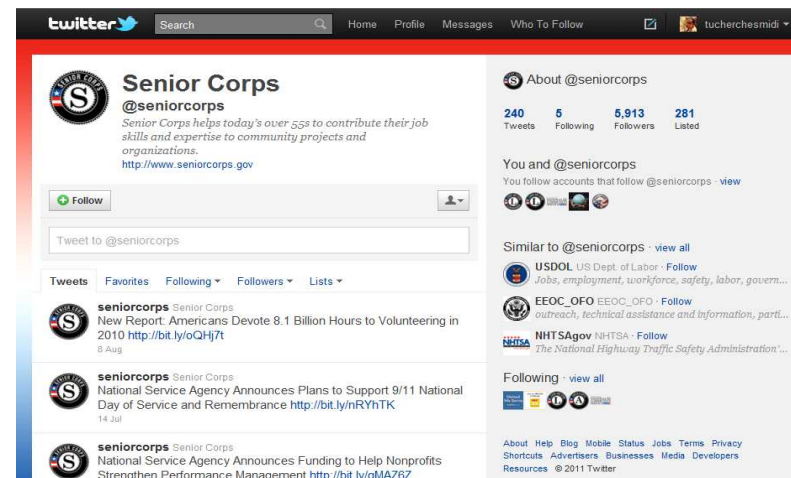
Ask Question

What Is Twitter?

- Twitter is a service where you can send short, immediately visible messages or posts called “tweets”
- Tweets are limited to 140 characters or less
- By signing up for Twitter, you will be able to view important Senior Corps announcements during Senior Corps Week, recruit volunteers and connect with other Senior Corps directors and volunteers around the country

Follow Senior Corps On Twitter

- To follow us on Twitter:
 - Hashtag: #scweek
 - Twitter.com/seniorcorps
 - Twitter.com/nationalservice
 - Twitter.com/ServeDotGov



What Are Blogs?

- From “Web log.” A blog is basically a journal that is available on the web. The activity of updating a blog is “**blogging**” and someone who keeps a blog is a “**blogger**”
- If you blog, it is a great way to promote all of the great work Senior Corps is doing across the country

Become A Guest Blogger

- Become a guest blogger for a local blog or news site:
 - Get to know people who are writing blogs about your community
 - Try MyBlogGuest.com – a forum connecting guest bloggers to blog owners
 - Similar to writing a pitch letter, let them know about the great projects your organization is working on – and ask for a guest post
 - Be sure to include some compelling photos - bloggers, like journalists, often like visuals

What Is YouTube?

- YouTube is a video-sharing website where users can upload, share, and view videos. It is the largest video sharing site on the Internet, with over 2 billion videos watched per day
- Be sure to visit the National Service YouTube page to find compelling videos about volunteering and the impact Senior Corps members are making in their community

Subscribe To National Service On YouTube

- To find us on YouTube:
 - YouTube.com/NationalService



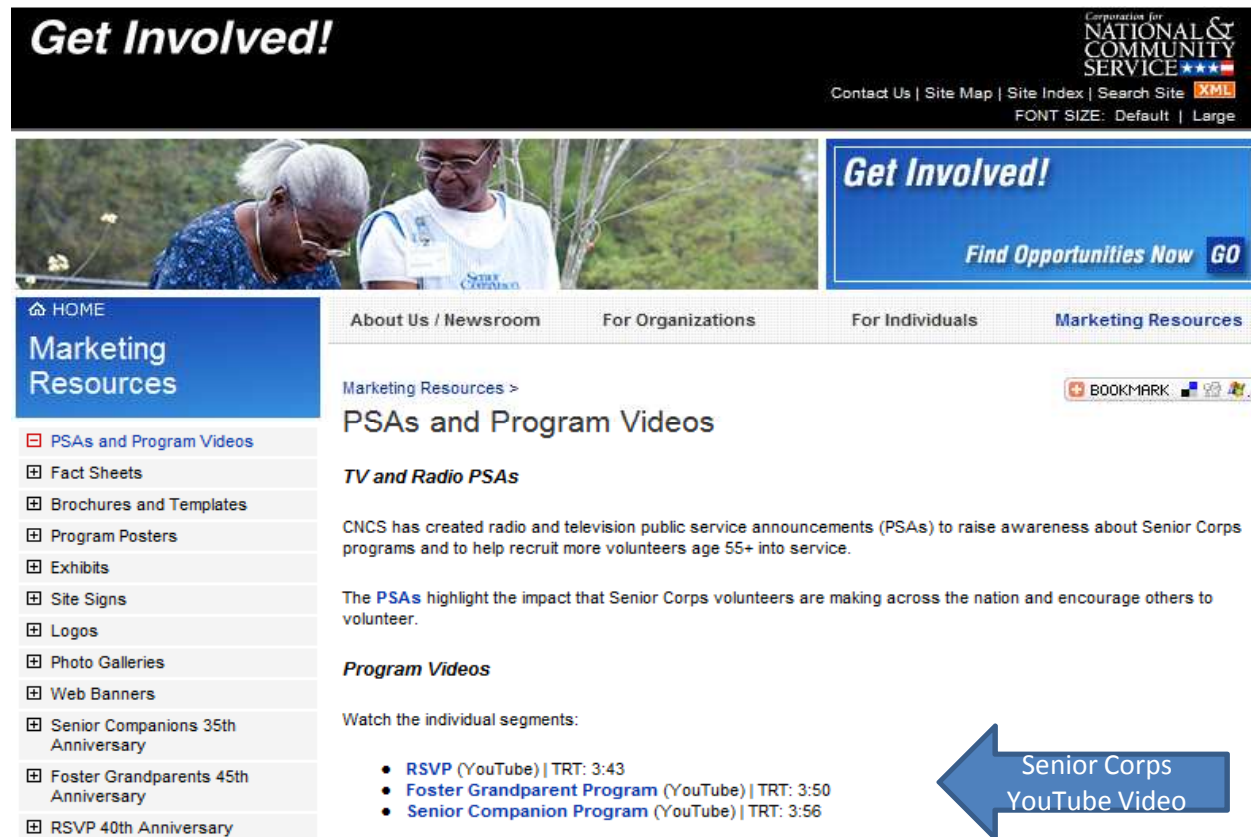
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COMMUNITY
SERVICE** ★★ ★



**Making A Difference
For Generations**

SENIOR CORPS WEEK September 19-23, 2011

You Tube – Navigating To Video Playlists



Get Involved!

Corporation for
NATIONAL & COMMUNITY SERVICE ★★ ★

Contact Us | Site Map | Site Index | Search Site **XML**
FONT SIZE: Default | Large

Get Involved!
Find Opportunities Now **GO**

HOME
Marketing Resources

- PSAs and Program Videos
- Fact Sheets
- Brochures and Templates
- Program Posters
- Exhibits
- Site Signs
- Logos
- Photo Galleries
- Web Banners
- Senior Companions 35th Anniversary
- Foster Grandparents 45th Anniversary
- RSVP 40th Anniversary

About Us / Newsroom For Organizations For Individuals Marketing Resources

Marketing Resources >

PSAs and Program Videos

TV and Radio PSAs

CNCS has created radio and television public service announcements (PSAs) to raise awareness about Senior Corps programs and to help recruit more volunteers age 55+ into service.

The **PSAs** highlight the impact that Senior Corps volunteers are making across the nation and encourage others to volunteer.

Program Videos

Watch the individual segments:

- **RSVP (YouTube)** | TRT: 3:43
- **Foster Grandparent Program (YouTube)** | TRT: 3:50
- **Senior Companion Program (YouTube)** | TRT: 3:56

BOOKMARK

Senior Corps
YouTube Video

Go To: <http://www.getinvolved.gov/grantees/psa/index.asp>

YouTube – Sharing & Embedding

- Go to www.youtube.com/nationalservice.
- The first step is to press the <**Share**> button visible on the YouTube watch page for the video you want to share.
- If you see a link that says "**View comments, related videos, and more**" below the video, click on it, and that will take you to the watch page.
- Click on the **Share** link. It is located below the video.

YouTube – Sharing & Embedding

Corporation for National and Community Service
nationalservice's Channel

Subscribed

Uploads

Search

Date Added | Most Viewed | Top Rated

A NATION UNITED.

0:04 / 0:15 360p

Info Favorite Share Playlists Flag

September 11th: Honor Our Heroes
From: nationalservice | Aug 23, 2011 | 117 views

Like

View comments, related videos, and more

Tuesday's Children - Yankee Hope Week
249 views - 1 month ago

Yankees Hope Week - Daniel Trush 2011
726 views - 1 month ago

White House Council for Community
636 views - 2 months ago

National Service Count on Us: Joplin
43,076 views - 2 months ago

Champions of Service
1,186 views - 2 months ago

RSVP: Making an Impact
3,582 views - 2 months ago

National Service: Count On Us

YouTube – Sharing & Embedding

YouTube Search Browse Movies Upload smokehig

September 11th: Honor Our Heroes

nationalservice 147 videos **Subscribed**

Just watched

- Replay
- Like
- Share

Up next

- Megan's Lemonade - Yankees Hope Week 2011**
From: nationalservice
5:26 Views: 118
- Tuesday's Children - Yankee Hope Week (4:26)
- Yankees Hope Week - Daniel Trush (6:19)
- White House Council for Community (3:15)
- National Service Count on Us: Joplin (2:02)

Suggestions

- Megan's Lemonade - Yankees Hope Week 2011**
by nationalservice
118 views
- Tuesday's Children - Yankee Hope Week 2011**
by nationalservice
186 views
- Yankees Hope Week - Daniel Trush 2011**
by nationalservice
566 views
- White House Council for Community Solutions: Yo...**
by nationalservice
599 views
- National Service Count on Us: Joplin Response**
by nationalservice
43,065 views
- Champions of Service**
by nationalservice
1,186 views

Share 128 views
2 likes, 0 dislikes
Show more

YouTube – Sharing & Embedding

The screenshot shows the YouTube interface for a video. At the top, there are buttons for 'Like', 'Add to', 'Share', and a flag icon, along with a view count of '128 views'. Below this is a section titled 'Link to this video:' containing a text box with the URL 'http://youtu.be/v1UoX0D6w-U' and a 'show options' link. A blue arrow labeled 'Link' points to this text box. Below the link section is a row of sharing options: 'Embed', 'Email this video', Facebook, Twitter, and '+1', followed by a 'show more' link. A blue arrow labeled 'Embed' points to the 'Embed' button. To the right of these is a 'Watch with your friends. Start a Google+ Hangout' button. Below the sharing options, it says 'Uploaded by [nationalservice](#) on Aug 23, 2011' and 'no description available'. A blue arrow labeled 'Email' points to the 'Email this video' button. Another blue arrow labeled 'Share' points to the Facebook and Twitter icons. To the right, it says '2 likes, 0 dislikes' and a 'Show more' link. At the bottom, there is a section for 'All Comments' with a message: 'Adding comments has been disabled for this video.'

Join Us On Our Social Networks!

- Facebook
 - www.facebook.com/seniorcorps
 - www.facebook.com/nationalservice
 - www.facebook.com/serve.gov
- Twitter
 - @SeniorCorps
 - @nationalservice
 - @ServeDotGov

Join Us On Our Social Networks!

- YouTube
 - www.youtube.com/nationalservice
- National Service Blog
 - http://www.serve.gov/stories_all.asp

Wrap-Up: Why Use Earned and Social Media Together?

Earned Media and Social Media **work together** to reach the widest possible audience in your community

—**Earned Media** typically happens at key moments in time throughout the year; **social media** is an ongoing two-way conversation

—**Remember to link your social media and earned media outreach**

- Post coverage your program receives in print and broadcast media on Facebook and YouTube
- Include links to your Facebook page and other social media channels in press releases, on your website, newsletter, other communications

—**Link your social media channels to Senior Corps and CNCS**

- To help share your coverage more broadly

Summary of Resources

- **GetInvolved.gov** (for marketing materials, online toolkit, volunteer opportunities)
- **NationalService.gov/pubs** (Senior Corps Week and program marketing materials)
- **Tvaccessreports.com/GetInvolved** (to view/listen to PSAs)
- **SeniorCorpsStories@cns.gov** (where to send stories and questions)

Thank you for joining us!

- This concludes the third and final webinar in our webinar series.
- You will be able to access this presentation as well as the other two webinars at www.GetInvolved.gov

Questions

Phone lines will now be opened for questions!

Appendix

Facebook – Home Page



* See Appendix for Facebook Key

Facebook – Home Page Key I

1. Requests, Messages & Notifications: A red number will appear if you have a new request, message or notification
2. Left Pane: You can view and access Facebook's core features
3. Friends Online: Shows friends that are online and provides links to chat with them
4. Publisher or **What's On Your Mind?**: Where you share on Facebook (status, photo, link, video, etc.)

Facebook – Home Page Key II

5. Stream: Shows the Top News or Recent Activity streams made by your friends. You can respond to a post with Like, Comment or Share
6. News Feed Options: Filter by Top News or Most Recent
7. Toolbar: Access your home page,
8. Toolbar: Access your profile page

Facebook - Home Page Key III

- 9. Toolbar: Access your account settings.
- 10. Events, Suggestions & Ads
- 11. Chat Window

Twitter - Home Page

The screenshot shows the Twitter Home Page interface with the following numbered callouts:

- 1**: Home tab in the top navigation bar.
- 2**: Profile tab in the top navigation bar.
- 3**: Messages tab in the top navigation bar.
- 4**: "What's happening?" header above the search bar.
- 5**: Search bar.
- 6**: Timeline tab in the left sidebar.
- 7**: @Mentions tab in the left sidebar.
- 8**: Retweets tab in the left sidebar.
- 9**: Searches tab in the left sidebar.
- 10**: Your Tweets section header.
- 11**: Following section header.
- 12**: Followers section header.
- 13**: Trends section header.

The main content area displays a timeline of tweets from various accounts, including HuffingtonPost, artnetdotcom, Flipbooks, geeksugar, and nprnews. The right sidebar shows the "Who to follow" section with accounts like Clinique_US, digg_entertain, and politico, as well as a "Trends" section for Washington.

Twitter - Home Page Key I

1. Twitter Home Page: This is your Twitter home page
2. Profile tab at the top, middle: This is where you find your information
3. Messages, right next to the profile tab: Private messages to you
4. What's Happening Box: This is where you can type your tweets

Twitter - Home Page Key II

5. Timeline: Shows recent tweets of people you follow
6. @Mentions: List of tweets where you are mentioned by name. To mention someone type @, then type their username
7. Retweets: Forwarded tweets
8. Searches: Your saved searches
9. Lists: Organize people you follow

Twitter - Home Page Key III

- 10. Your Tweets: See your most recent tweet
- 11. Following : See how many people you are following,
and
- 12. Followers: See how many people are following you
- 13. Trends: The most talked about subjects on Twitter

Twitter – Getting Started

- Go to www.twitter.com and create a personal Twitter account, or a Twitter account for your organization.
- A helpful tutorial can be found on [Twitter](#).

Twitter Profile: Organization

Senior Corps
@seniorcorps
Senior Corps helps today's over 55s to contribute their job skills and expertise to community projects and organizations.
<http://www.seniorcorps.gov>

241 Tweets 5 Following 5,951 Followers 280 Listed

You and @seniorcorps
You follow accounts that follow @seniorcorps · view

Similar to @seniorcorps · view all

BusinessDotGov BusinessDotGov · Follow
Official Business Link to the US Government. Visit htt...

EPAowow EPA - owow · Follow
The Environmental Protection Agency's Office of Wet...

FSWG FSWGListens The White House · Follow
Give the President's Food Safety Working Group you...

Following · view all

seniorcorps Senior Corps
National Service Agency Announces 2012 AmeriCorps Funding Opportunities bit.ly/oBOMuw
21 hours ago

seniorcorps Senior Corps
New Report: Americans Devote 8.1 Billion Hours to Volunteering in 2010 <http://bit.ly/oQHjt>
8 Aug

Twitter Profile: Personal

Samantha Jo Warfield
@sammijoAK DC
Do-Gooder. Dancer. News Junkie. Treasure-Hunter. Politico. Do-it-yourself scholar. In search of material for my future memoirs ...

1,495 Tweets 1,055 Following 307 Followers 11 Listed

Recent Images
This media was shared by sammijoAK, someone you don't follow.
[Display media](#) [Always display media](#)

You and @sammijoAK
You both follow these accounts · view

Similar to @sammijoAK · view all

drunklung Jon Andersen · Follow
Code ninja, Social Media junkie trying to achieve The...

TuffCustomer Bonnie L · Follow
Born, raised and living in Central California. Artistic...

sammijoAK Samantha Jo Warfield
OH: There are RULES! Congress doesn't just give us money! // indeed
4 minutes ago

sammijoAK Samantha Jo Warfield
RT @ServeDotGov: #FF, #Disaster Edition. For info on #hurricane #Irene: @FEMA @CraigAtFEMA @DHSJournal @ReadyDotGov @RedCross @USNOAAGov

Twitter – Tweet Senior Corps Messages

- While logged into Twitter, type your update into the **What's Happening?** box.
 - Your message or “tweet” must be 140 characters or less. Twitter will count the characters for you.
- Click the Tweet button when you're ready to post.



What's happening?

Senior Corps Week begins Sept 19. Thank you volunteers for your hard work! @seniorcorps

53 Tweet

Timeline @Mentions Retweets Searches Lists



Twitter - Follow Senior Corps

- Go to www.twitter.com/SeniorCorps
- Sign-in to your Twiter account.
- Click on the “Follow” Button.



Twitter – Retweet Senior Corps Messages

- Hover over the tweet you want to share, and click Retweet.
- The tweet now appears in your followers' timelines with your username attached.

